



**City of Scottsdale
Tourism Development Commission
Regular Meeting**

MARKED AGENDA

8:00 a.m., Tuesday, September 15, 2009
Pinnacle Conference Room at Human Resources
7575 East Main Street
Scottsdale, Arizona 85251

1. Call to Order/Roll Call 8:09 A.M.

John Holdsworth, Chairman
Kate Birchler
Sam Fox

David Richard
Mike Surguine, Vice-Chairman
Leon Young

All commissioners present except for Commissioner Richard. Commissioner Birchler left at 9:20 a.m.; Commissioner Fox left at 9:55 a.m.

2. Approval of Minutes

Commission discussion and possible action regarding the August 18, 2009 regular meeting minutes. (Attachment No. 1)

Motion to approve the August 18, 2009 minutes by Commissioner Birchler; Seconded by Fox. Motion approved 5-0

3. Manager's Update

Staff Contact: Kathy O'Connor, Tourism Development Manager

- a. Staff bed-tax collection report (Attachment No. 2)
- b. Smith Travel Report (Attachment No. 3)
- c. Managers Update

4. City-Wide Noise Issue

Staff update and Commission discussion.

Staff Contact: Raun Keagy, Citizen & Neighborhood Resources General Manager

5. Desert Discovery Center Feasibility Study-Phase Two Update

Desert Discovery Committee update and information on the funding strategy, timeframe, and scope of work for Phase Two of the DDC feasibility study. Commission action by motion is requested to forward a recommendation to the City Council to support Phase Two from the City's 09/10 CIP fund. (Attachment No. 4, 4a, 4b)

Motion by Commissioner Birchler; Seconded by Commissioner Fox. Motion approved 5-0



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING KATHY MONTALVO AT 480-312-7989 or KMontalvo@ScottsdaleAZ.gov. REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE, TO ALLOW TIME TO ARRANGE THE ACCOMMODATION. FOR TTY USERS, THE ARIZONA RELAY SERVICE (1-800-367-8939) MAY CONTACT KATHY MONTALVO AT 480-312-7989.

DDC Joint Sub-Committee Members; Vice Chairman Mike Surguine and Commissioner David Richard
Staff Contact: Kathy O'Connor

6. FY09/10 Tourism Development Program Budget Financial Overview and TDC Budget Subcommittee Recommendations

Commission discussion of the bed tax revenue shortfall and financial analysis of the FY09/10 Tourism development budget, and possible action to forward a recommendation to address the revenue shortfall to the City Council. (Attachment No. 5, 5a)

Mike Surguine, TDC Budget Sub-Committee Chairman

Staff Contacts: Kathy O'Connor, Tourism Development Manager, Scott McCarty, Managing Director Financial Services, and Lee Guillory, Finance Manager

Motion by Commissioner Fox; Seconded by Commissioner Birchler. Motion approved 5-0

7. Proposed Bed Tax Increase and Allocations

Commission discussion regarding establishing tourism development program investment priorities and possible action regarding recommended TDC tourism development program funding options to the City Council. (Attachment No. 6)

Mike Surguine, TDC Budget Sub-Committee Chairman

Staff Contacts: Kathy O'Connor, Tourism Development Manager, Scott McCarty, Managing Director Financial Services, and Lee Guillory, Finance Manager

Motion by Commissioner Surguine; Seconded by Commissioner Fox. Motion approved 4-0

8. Proposed Competitor Group 2010 PF Chang Rock 'n' Roll Marathon Agreement

Commission discussion regarding recommended TDC Budget Sub-Committee event support and possible action regarding recommended TDC event support recommendation to City Council. (Attachment No. 7, 7a)

Brent DeRaad, Executive Vice-President SCVB

Staff Contact: Steve Geiogamah, Tourism Development Coordinator

Motion by Commissioner Fox; Seconded by Commissioner Surguine. Motion approved 4-0

9. Identification of Future Agenda Items

The public body may not discuss, deliberate, or take legal action on any matter in the "Identification of Future Agenda Items" unless the specific matter is properly noticed for legal action.

10. Public Comment

Citizens may address the members of the Tourism Development Commission during "Public Comment." This time is reserved for citizen comments regarding non-agendized items.

However, Arizona State law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

11. Adjournment 9:58 a.m.



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Next scheduled meeting is October 20, 2009



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